

**FROM THE EDITOR**  
**AUGUST REMINDS US ...**

August reminds us that we are enjoying a privilege of which we had once been deprived and which we got back this month years ago.

Why do people desire freedom so passionately? Why have there been people through the ages who would lose their life than their freedom?

The question, though it may sound ordinary, assumes a certain poignancy when we look at our state of freedom. We used our freedom to usher in democracy. Indeed, the two go together. But what have we made of our freedom and our democracy? Mark Twain said, "It is by the goodness of God that in our country we have those three unspeakably precious things: freedom of speech, freedom of conscience, and the prudence never to practise either of them." We can slightly modify the statement and say in the Indian context that we practise our freedom of speech much more than necessary, but rarely our freedom of conscience. A false sense of prosperity has made thousands of our businessmen use the freedom to turn themselves into despicable black-marketeers, smugglers and adulterators; intoxication with power or unnecessary anxiety or an illusion that they are indispensable have made thousands of our politicians use the freedom to turn themselves into liars, receivers of black-money and mutual cut-throats; a false sense of security has made us, the common citizens including the bureaucrats, use our freedom to surrender our conscience to a collective ego called unions and trade-unions, caste-oriented associations and so on and so forth.

We have done to freedom what buffaloes would do to a lotus pool, yet the soul of India has not failed us and has kept open for us the opportunity for a relatively wiser use of freedom.

The love of freedom is inherent in the nature of all creatures. We have to observe only a little to see how even the puny animals and birds revolt against a state of non-freedom. Obviously, call it Providence or Nature or Super-Nature or God, the prime force behind Creation and Evolution is intending to achieve something through this element. A look into the history of human progress will establish that whatever worthwhile man has achieved, he has achieved through an exercise of freedom. It is the freedom of imagination and creativity that has inspired and executed the best of literature, philosophy, music, art and architecture. (Occasionally the source of inspiration has been an anguish at the absence of freedom!) It is the freedom of thought and expression that has given us epoch-making or revolutionary ideas. Even Karl Marx, swearing by whose name some countries throttle the freedom of the individual, thrived only in a climate of freedom that prevailed in his host country.

Like a country, the individual can grow only through freedom. But while an animal uses its freedom guided by mere instincts, man's freedom is expected to be governed by reason at the lowest, conscience at the middle and an awareness of his spiritual destiny at the highest.

But so far we have allowed our freedom to become a plaything of our instincts and impulses.

**ON THE TIDES OF TIME**  
**THE PRICE OF THE HERITAGE: AN EXPLANATION**

THE HERITAGE was launched to provide a sensible literary and cultural reading fare to those who looked for it in magazines but did not get much. We have a number of intelligently and even imaginatively edited popular magazines in English, some good and some bad, but none at the moment which highlighted creative writing and satisfied the craving of a section of readers for topics outside politics and such daily affairs which are covered by the newspapers. The aim of THE HERITAGE was not to become an alternative to any of the current publications, but to fill up a void.

Since it was more a mission than anything else, THE HERITAGE could not but be discriminative in its advertisement policy. For example, knowing fully well that cigarette-smoking is injurious to health, how could it promote this commerce which is ruinous? Since the magazine fought against certain vulgar values, how could it carry such commercial messages which clearly or cleverly try to exploit man's weakness, arouse instincts of envy and other similar passions? That would defeat the very purpose of the publication.

On one hand we could not ask all and sundry to patronise THE HERITAGE with their advertisements. On the other hand the agencies which issue advertisements go by circulation figures, not by the content and character of a magazine. That any message in the pages of THE HERITAGE will be taken more seriously by the readers is a fact ignored by them. Or, probably, we do not have the necessary tact and organisation to impress this fact upon them.

Hence THE HERITAGE runs on loss. It is heavily subsidised by *Chandamama*, the children's readers magazine.

Now, our readers know how the price of paper has gone up higher and higher in the recent past, obliging all the newspapers and magazines to increase their prices. *Chandamama*, the largest children's magazine in Asia, published in twelve languages, which used to show a marginal profit, has suddenly tended to show a loss with the latest hike in the paper price. At this juncture it will be unjust on the part of THE HERITAGE to expect even greater amount of subsidy from it. Hence some increase in the price of THE HERITAGE becomes unavoidable despite the stiff reluctance our publisher feels in taking such a step. THE HERITAGE has a faithful readership. I deem it my duty to explain the situation to them so that they share our problem consciously. From this issue THE HERITAGE will be priced at Rs.10.00. We are sorry, but this is the only way we can check the loss from becoming unmanageable.